

---

Business - Collection 1 : Core FT1

Business & Industry?, File 9 (1994 - present) :  
 ABI/INFORM?, File 15 (1971 - present) :  
 Gale Group PROMT?, File 16 (1990 - present) :  
 Gale Group Trade & Industry Database?, File 148 (1976 - present) :  
 Gale Group PROMT?, File 160 (1972-1989) :  
 Gale Group Computer Database?, File 275 (full-text 1/1988 - present) :  
 Business Wire, File 610 (Mar 1999 - present) :  
 Business Wire, File 810 (1986 - February 1999) :

---

## Business - Collection 2 : Core FT2

Dialog Global Reporter, File 20 (May 1997 - present) :  
 The McGraw-Hill Companies Publications Online, File 624 (1985 - present) :  
 Gale Group New Product Announcements/Plus? (NPA/Plus, File 621 (1985 - present) :  
 Gale Group Newsletter Database?, File 636 (1988 - present) :  
 PR Newswire, File 613 (May 1999 - present) :  
 San Jose Mercury News, File 634 (Jun 1985 - present) :  
 PR Newswire, File 813 (May 1987 - May 1999) :

---

## Electronic Shopping : Sub26FT

Gale Group Magazine Database, File 47 (full-text 1983 - present) :  
 Gale Group Marketing & Advertising Reference Service?, File 570 (1984 - present) :  
 Business Dateline, File 635 (1985 - present) :  
 (Baltimore) The Sun, File 714 (Sep 1990 - present) :  
 (Cleveland) The Plain Dealer, File 725 (Aug 1991 - present) :  
 (Phoenix) The Arizona Republic/The Phoenix Gazette, File 492 (PG) (April 1986 - Jan 1997) :  
 (Portland) The Oregonian, File 704 (1989 - present) :  
 Atlanta Journal-Constitution, File 713 (1989 to the present) :  
 Denver Post, File 387 (1994 - present) :  
 New York Times - Fulltext, File 471 (1980 - present) :  
 Newsday and New York Newsday, File 638 (1987 - present) :  
 Rocky Mountain News, File 641 (Jun 1989 - present) :  
 San Francisco Chronicle, File 640 (1988 - present) :  
 St. Louis Post-Dispatch, File 494 (1988 - present) :  
 St. Petersburg Times, File 735 (Oct 1989 - present) :  
 The Boston Globe, File 631 (Jan 1980 - present) :  
 The Christian Science Monitor, File 715 (1989 - present) :  
 The Miami Herald, File 702 (1983 - present) :  
 The Philadelphia Inquirer, File 633 (1983 - present) :  
 USA Today, File 703 (1989 - present) :  
 Daily and Sunday Telegraph (London), File 756 (Sep 2000 - present) :  
 Independent (London), File 711 (Oct 1988 to 2006) :  
 Mirror Group Publications (United Kingdom), 757 (Various start dates - present) :  
 The Irish Times, File 477 (Feb 1999 - present) :  
 Times/Sunday Times (London), File 710 (1988 - present) :

---

?L1 -> (popular or popularity) near2 (limit or bound or boundary or goal or rate or rated or rating or border or range)

1/6,K/1 (Item 1 from file: 9)

04195216 ?Supplier Number: 160235342

The Responses of Interest Rate Spreads to Information Releases.

June 2001

## ABSTRACT:

...Mukesh Chaudhry (2), Rohan Christie-David (3), Timothy W. Koch (4)

Keywords:

spreads; macroeconomic news; interest rates

Abstract:

This study examines the responses of three **popular** futures interest-**rate** spreads--the MOB (Municipals over Treasury bonds), the NOB (Notes over Treasury bonds), and the TED (Treasury Bills over Eurodollars) to macroeconomic news. We find...

1/6,K/2 (Item 2 from file: 9)

02897614 ?Supplier Number: 95540235

Chapter 1 Major trends affecting the health care industry.

January 2001

**Word Count:** 10910

## TEXT:

...patients, drug companies and health plans.

\* Research budgets are escalating rapidly. Breakthroughs in research and development are creating significant new drug therapies, allowing a wide **range** of **popular** treatments that were not previously available. An excellent example is the rampant use of antidepressants such as Prozac. Meanwhile, major drug companies face the loss...

1/6,K/3 (Item 3 from file: 9)

02857784 ?Supplier Number: 25963123

Sydney Airport finally lands A\$1.5bn in stormy markets. (Asia Pacific Capital Markets)

October 11, 2002

**Word Count:** 993

## TEXT:

...is probably valid for the seven year tranche but not the 10 year," said Hunter. "It was not important to us which tenor was most **popular**. Our **goal** was to diversify our funding and get volume. We had already raised A\$4bn in June and recognised that we had taken too much out...

1/6,K/4 (Item 4 from file: 9)  
 02855697 ?Supplier Number: 25950896  
 BDH TBWA to win Original Source task. (Agencies)

September 26, 2002

**Word Count:** 178

**TEXT:**

...after PZ Cussons parted company with Bates UK, The advertising and marketing budget for Original Source has yet to be decided.

Health & Beauty Solutions product **range** includes the **popular** Original Peppermint Source bath and shower products and the Original Orange Source range.

1/6,K/5 (Item 5 from file: 9)  
 02854833 ?Supplier Number: 25341738  
 Major products shortage looms. (Refining: Brazil)

September 2002

**Word Count:** 1800

**TEXT:**

...energy sector would be difficult, both are more unpredictable from the point of view of private energy investors than the government candidate, Jose Serra, whose **popularity rating** has slumped. But even Serra, ostensibly the likeliest to maintain reforms implemented by Fernando Henrique Cardoso's government, has started talking about reintroducing price controls...

1/6,K/6 (Item 6 from file: 9)  
 02852261 ?Supplier Number: 25955359  
 Supermarket sweep. (Tesco)

October 2002

**Word Count:** 2972

**TEXT:**

...for money. "Over the past ten years there has been a strong strategic move to grow C&T in Tesco stores. The launches of the **popular** aromatherapy **range** followed by Barbara Daly Make Up and Skin Wisdom Skin Care have seen Tesco stand out from other leading supermarkets in terms of development. They...

1/6,K/7 (Item 7 from file: 9)  
02850941 ?Supplier Number: 25951612  
Profit sharing. (Red Mill)

September 28, 2002  
**Word Count:** 275

**TEXT:**

Red Mill continues to stake its claim as market leader in the value snacks sector, introducing 100g sharing bag versions of its **popular** 'Grab Bag' **range** and a soon to be launched 'Handy Pack' range comprising: Bacon & Brown Sauce Grills (35g), Cheese & Onion Savoury Sticks (35g) and Onion Rings (30g), all...

1/6,K/8 (Item 8 from file: 9)  
02835782 ?Supplier Number: 25342926  
Inspired innovation: what do you get when you cross a limited assortment food store with a dollar store? Ohio retailer Henry Nemenz calls it Super Saver Foods. His customers call it a good idea. (Independent Report)

September 01, 2002  
**Word Count:** 899

**TEXT:**

...In today's economy, consumers are looking to save money in any way possible," says John Filipovich. "That's why dollar stores have become so **popular**. Our **goal** was to help Henry capture his fair share of the GM market by offering inexpensive yet profitable items such as toys, kitchen gadgets, and personal...

1/6,K/9 (Item 9 from file: 9)  
02815163 ?Supplier Number: 25313475  
Analysis of the product categories. (European Overview)

August 2002  
**Word Count:** 12011

**TEXT:**

...in lotion designed for use two to three times a week over the course of a month. Wella added an anti-dandruff shampoo to its **popular** Vitality **range**. Conditioners demonstrated the most impressive growth over the year. Intensive products led the way, often in single dose packaging. In France, L'Oreal's Ultra...

1/6,K/10 (Item 10 from file: 9)  
02813697 ?Supplier Number: 25304695

## Xerox adds top-end machine to DocuColor range

July 19, 2002

**Word Count:** 171

### TEXT:

By Paul Nesbitt

Xerox has added a high-end model to complement its **popular** DocuColor 2000 **range** of digital printers.

The DocuColor 6060 prints faster, can accept heavier paper, and can run longer jobs unattended than the 2000.

"The 6060 can print...

1/6,K/11 (Item 11 from file: 9)

02811181 ?Supplier Number: 25319125

Real value from Zeal. (Zeal)

August 03, 2002

**Word Count:** 314

### TEXT:

...sterling)--Zeal has created a huge new market of impulse sales.

"Substantial regular repeat orders from existing stockists prove the attraction of this exciting new **range**. The **popular** attractive revolving stand is the proven best seller, but other formats are offered to suit all needs. The success of the goes to prove that...

1/6,K/12 (Item 12 from file: 9)

02801418 ?Supplier Number: 25305387

Best of Both Worlds

July 22, 2002

**Word Count:** 2115

### TEXT:

...will have a limited quantity in each size, we are linked up with the manufacturer which has in-depth inventory.

FN: What's your most **popular** price **range** for product?

SF: On the website, the European brands range from \$45 to \$60 and have about one-third of the customer base. Then we...

...s not worth your while once you add in the cost of processing, shipping and handling. At the retail store, the \$25 to \$45 price **range** is most **popular**. We sell more of the high-end product online

because we have more of a selection on the site.

FN: What has been the biggest...

1/6,K/13 (Item 13 from file: 9)  
02787308 ?Supplier Number: 25283650  
Golden years. (Mortgage Brief)

June 27, 2002  
**Word Count:** 1727

## TEXT:

...time as two other features -- a consolidation of the number of lenders in the market and the growth in remortgage activity.

For the latter, the **popularity** of the "**rate** of the day" means the peaks in applications that lenders experience are far higher than they were. Long-term investment in systems and processes to...

1/6,K/14 (Item 14 from file: 9)  
02769441 ?Supplier Number: 25270608  
Owens-Illinois' 13mn (euro) investment pays off. (Technology & Packaging)

June 10, 2002  
**Word Count:** 226

## TEXT:

Dutch-based Owens-Illinois Plastics BV is behind the latest ultramodern PET bottle used for the **popular** European **range** of bodycare products, Fruttini.

The Fruttini line which features bathfoams, liquid soaps, lotions, bodycreams and lip balms is manufactured by German-based Mann & Schroder GmbH...

1/6,K/15 (Item 15 from file: 9)  
02768663 ?Supplier Number: 25268095  
Pernod seeks to extend reach of The Glenlivet

June 07, 2002  
**Word Count:** 181

## TEXT:

...to lure under-35s to the brand.

The company hopes the mailings, devised by Archibald Ingall Stretton, will encourage consumption across The Glenlivet's entire **range**, from the **popular** 12-year-old version to the more obscure 12-year-old

French Oak Finish brand.

A 50,000 strong mailing, including a questionnaire, will be...

1/6,K/16 (Item 16 from file: 9)

02753979 ?Supplier Number: 25238744

Stone releases 2002 Stone Imperial Stout

May 13, 2002

**Word Count:** 372

**TEXT:**

...for big, aggressive beers, but not necessarily for stouts," said company CEO Greg Koch. "That is, unless you're a visitor to one of the **popular** online beer **rating** websites. Then you would know that Stone Imperial Stout is one of the highest rated beers in the country. Hell, number two in the world...

1/6,K/17 (Item 17 from file: 9)

02750440 ?Supplier Number: 25224871

The hot new look of ranges: if you haven't looked into buying a new range in recent years, do so. They are much more versatile and come with many more options than in the past. (Well-Equipped)

May 2002

**Word Count:** 1644

**TEXT:**

...depending upon the type of gas.  
The following are some available cooktop choices:

Open Burners: Open burners for gas or electric coils are the most **popular range** top configuration. There are burners sized specifically for smaller pans used for restaurant saute and a la carte work and there are some sized for...

1/6,K/18 (Item 18 from file: 9)

02741421 ?Supplier Number: 25223012

A wireless revolution? (Special Report)

May 2002

**Word Count:** 2129

**TEXT:**

...offer service desk mobility solutions. These solutions will apply to both employees and customers reportedly enabling organizations to deliver highly responsive service via a full **range** of **popular** mobile devices.  
CompuCom's bundled, integrated solutions will feature CNs Unicenter Service

Desk software. These solutions will span both wireless LANs and wireless WANs, including...

1/6,K/19 (Item 19 from file: 9)

02737905 ?Supplier Number: 25236029

ADIDAS SIGNS FIRST LIFE-LONG CONTRACT WITH STAR NBA TRACY MCGRADY

May 10, 2002

**Word Count:** 298

#### TEXT:

...notably a recent one for the T-MAC basket ball shoe which became the first bestseller basketball shoe in the U.S. and has become

**popular** with a **range** of athletes.

"We plan to build up our U.S. basketball presence aggressively. In 2001 our U.S. basketball shoe sales soared by nearly 40...

1/6,K/20 (Item 20 from file: 9)

02728759 ?Supplier Number: 25219173

AT&T Quietly Debuts New National Plans

April 29, 2002

**Word Count:** 596

#### TEXT:

...month for 300 peak minutes to \$150 per month for 2,200 peak minutes.

All include 3,000 off-peak minutes. Unlike AT&T's **popular**

Digital One **Rate** plans, which for a flat fee provide customers

with a bucket of peak minutes plus free long-distance and roaming, the

National Network Plans provide...

1/6,K/21 (Item 21 from file: 9)

02726062 ?Supplier Number: 25220554

JAPAN'S HONDA POSTS RECORD HIGH PROFITS, SALES IN FY01

April 30, 2002

**Word Count:** 301

#### TEXT:

...per cent. Even though a discount war deepened following the Sept. 11 terror attacks, hurting many automakers' profit, Honda was little affected because of its **range** of **popular** models.

Sales in Europe skidded 8 per cent. Sales of motorcycles increased elsewhere in Asia and in Latin America.

The yen's depreciation pumped up...



1/6,K/22 (Item 22 from file: 9)  
 02714899 ?Supplier Number: 25161152  
 Break for the border

March 2002  
**Word Count:** 1540

**TEXT:**

...a broader product assortment. The extended offer will encompass fashion, accessories, confectionery, toys and electronics. Well-known European brands with international appeal will augment a **range** of products **popular** with Mexicans, such as tequilas and South American wines.

Bridge over troubled waters

San Ysidro, the dividing line between San Diego in California and Tijuana  
 ...

1/6,K/23 (Item 23 from file: 9)  
 02702602 ?Supplier Number: 25159884  
 Enronitis, witch-hunts and financial hypochondria. (Cover Story): Part 1 of 2

March 2002  
**Word Count:** 2959

**TEXT:**

...perfect demonstration of Enronitis at work.

The Winston-Salem, North Carolina-based doughnut maker is an all-American success story. It has been selling its **popular range**, headed by the signature Hot Original Glazed, to the snackers and dunkers of north America since 1937. It sells 5 million doughnuts a day and...

1/6,K/24 (Item 24 from file: 9)  
 02702050 ?Supplier Number: 25196085  
 Tenneco targeting consumer safety

April 01, 2002  
**Word Count:** 928

**TEXT:**

...of replacement.'

Studies indicate that half of all passenger vehicles on the road have worn shocks or struts, Tenneco said. Extensive testing on a wide

**range** of **popular** passenger cars, vans, light trucks and sport-utility vehicles has demonstrated that those with at least one worn shock absorber require an average of 10...

1/6,K/25 (Item 25 from file: 9)

02693537 ?Supplier Number: 25158169

Q&A with Richard L. Carrion: Diversification and growth. (Focus Report)

March 2002

**Word Count:** 664

## TEXT:

...and are looking to become No. 1, but there are some hungry tigers out there, so we've got to work hard to get there.

**Popular, Inc. Rating**

	SHORT-TERM	LONG-TERM
Fitch	F-1	A
Moody's	P-1	A-3
S&P	A-2	BBB+

---

?L2 -> L1 with (article or book or commodity or content or file or gift or good or image or Item or (key adj word) or keyword or key-word or listing or melody or merchandise or phrase or product or publication or (search adj word) or searchword or search-word or song or term or text or unit or vendable or vendible or ware)

8/6,K/1 (Item 1 from file: 16)

10150188 ? ?Supplier Number: 92788822

In Breif: Fitch Cuts **Rating** on **Popular** of Puerto Rico.(Brief **Article**)

Oct 15 , 2002

**Word Count:** 166

In Breif: Fitch Cuts **Rating** on **Popular** of Puerto Rico.(Brief **Article** )

8/6,K/2 (Item 2 from file: 15)

05884994 ? ? ? ? ? 206875621

? ? ? ? ? ? ? ? \*\*

Newer Widebody Values Show Some Strength

Oct 7, 2002

**Word Count:** 1352

**Text:**

...advertising two ex BA -200s and the problems of United suggest that there may be further units emerging. The -200 has never been viewed as **popular**, even though **range** is relatively **good**. Aircraft: B777-200ER AVAR: A Age: 1996, 1999 Value: 86.1, 101.5 Trend Analysis: The -200ER remains one of the few promising types in

...

8/6,K/3 (Item 3 from file: 16)

10164269 ? ?**Supplier Number:** 92799883

You can't do everything ...: deverticalisation is the new buzzword in manufacturing. (Manufacturing).(Brief Article)  
Oct 5 , 2002

**Word Count:** 1017

-

...is a good example of this, finding local bottlers to help it out around the world. On an even smaller scale, co-packing is a **good** option which is **popular** with a **range** of manufacturers. Merrydown Cider has subcontracted its sales to SHS Sales and Marketing and MD Chris Carr says he has been really pleased with the...

8/6,K/4 (Item 4 from file: 610)

00783547 ? 20020930273B9718

Amersham Biosciences' Innovative ECL Advance Kit Offers 10-Fold Increased Sensitivity in Protein Detection-  
Chemiluminescent Substrate for Western Blot Detection Yields Highest Sensitivity

Monday , September 30, 2002 ? 09:03 EDT

**Word Count:** 378**Text:**

...its easy to follow protocols, the ECL Advance Western Blotting Detection Kit is particularly suitable for detecting low abundance proteins. It expands Amersham Biosciences' highly **popular** ECL **product range**, which has been the industry standard for chemiluminescent detection in Western blotting applications for more than 10 years."

ECL Advance is a proprietary new substrate...

8/6,K/5 (Item 5 from file: 148)

15022357 ? ? **Supplier Number:** 92199860 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Amersham Biosciences' Innovative ECL Advance Kit Offers 10-Fold Increased Sensitivity in Protein Detection.

Sept 30 , 2002

**Word Count:** 402 ? ?**Line Count:** 00040

...its easy to follow protocols, the ECL Advance Western Blotting Detection Kit is particularly suitable for detecting low abundance proteins. It expands Amersham Biosciences' highly **popular** ECL **product range**, which has been the industry standard for chemiluminescent detection in Western blotting applications for more than 10 years."

ECL Advance is a proprietary new substrate...

8/6,K/6 (Item 6 from file: 9)  
 02855697 ?Supplier Number: 25950896  
 BDH TBWA to win Original Source task. (Agencies)

September 26, 2002

**Word Count: 178**

**TEXT:**

...1999, after PZ Cussons parted company with Bates UK, The advertising and marketing budget for Original Source has yet to be decided.

Health & Beauty Solutions **product range** includes the **popular** Original Peppermint Source bath and shower products and the Original Orange Source range.

8/6,K/7 (Item 7 from file: 16)  
 10138061 ? ?Supplier Number: 91948900

Time Is Money; Execs weigh in on the need to cut down product-development cycles.

Sept 24 , 2002

**Word Count: 275**

-

...a question or solve an otherwise time-consuming problem.

Max More, director of content solutions for business-strategy consulting firm ManyWorlds Inc., agrees that shrinking **product**-development cycles is a **popular goal** in today's business environment. But ManyWorlds takes a more-aggressive approach, urging customers to totally reinvent their development processes around new technologies. That way...

8/6,K/8 (Item 8 from file: 16)  
 10017567 ? ?Supplier Number: 90750079

Musical shares. (Dance to the digital tune).

Sept , 2002

**Word Count: 2930**

-

...Deals with ISPs and Web portals are important to Pressplay and other licensed services because they provide an established base of users. The service offers **content** from a **range** of **popular** artists such as Aaliyah, Daft Punk, Marilyn Manson, Michael Jackson and Sheryl Crow. However, on the Web site many of these artists are listed as...

8/6,K/9 (Item 9 from file: 15)  
 05857613 ? ? ? ? ? 1049243291  
 ? ? ? ? ? ? ? \*\*

## WHAT'S SELLING: HOUSTON

Aug 12, 2002

**Word Count:** 161**Text:**

Houston retailers last week told Footwear News that retro is where it's at, particularly styles that look **good** with jeans.

**Popular** footwear styles **range** from sneakers for the comfort-minded to backless, pointy-toe heels for the more fashion-conscious consumer. "Everything that goes with denim is selling," said...

8/6,K/10 (Item 10 from file: 16)

10031671 ? **Supplier Number:** 90918231

## WHAT'S SELLING: HOUSTON.(Brief Article)

August 12 , 2002

**Word Count:** 168? **Supplier Number:** (USE FORMAT 7 FOR FULLTEXT)**Text:**

Houston retailers last week told Footwear News that retro is where it's at, particularly styles that look **good** with jeans.

**Popular** footwear styles **range** from sneakers for the comfort-minded to backless, pointy-toe heels for the more fashion-conscious consumer. "Everything that goes with denim is selling," said...

8/6,K/11 (Item 11 from file: 15)

02408161 ? ? ? ? ? 149144151

? ? ? ? ? ? ? ? \*\*

Image matters

Aug 2002 ?**Length:** 1 Pages**Word Count:** 499**Text:**

...But we are still very largely in a business whose product nobody actively wants to buy.

In the circumstances, is it any wonder that our **image** is so poor? Any surprise that we have a **popularity rating** that remains somewhere between politicians and (heaven help us) journalists?

Having agonised any number of times in the past over what is to be done...

8/6,K/12 (Item 12 from file: 16)

09966531 ? **Supplier Number:** 89973956

MGE UPS SYSTEMS bolsters **popular** Pulsar ellipse **range** with unrivalled Pulsar ellipse 1200 USB **unit**; MGE`s new model out-performs all other UPSs in its price range.

August 1 , 2002

**Word Count:** 910

? ?**Supplier Number:** (USE FORMAT 7 FOR FULLTEXT)

MGE UPS SYSTEMS bolsters **popular** Pulsar ellipse **range** with unrivalled Pulsar ellipse 1200 USB **unit**; MGE`s new model out-performs all other UPSs in its price range.

**Text:**

M2 PRESSWIRE-1 August 2002-MGE UPS SYSTEMS: MGE UPS SYSTEMS bolsters **popular** Pulsar ellipse **range** with unrivalled Pulsar ellipse 1200 USB **unit**; MGE`s new model out-performs all other UPSs in its price range

8/6,K/13 (Item 13 from file: 9)

02801418 ?**Supplier Number:** 25305387

Best of Both Worlds

July 22, 2002

**Word Count:** 2115

**TEXT:**

...will have a limited quantity in each size, we are linked up with the manufacturer which has in-depth inventory.

FN: What's your most **popular** price **range** for **product**?

SF: On the website, the European brands range from \$45 to \$60 and have about one-third of the customer base. Then we have another...

...s not worth your while once you add in the cost of processing, shipping and handling. At the retail store, the \$25 to \$45 price **range** is most **popular**. We sell more of the high-end **product** online because we have more of a selection on the site.

FN: What has been the biggest change in the web retail environment since you...

8/6,K/14 (Item 14 from file: 148)

14807412 ? ? **Supplier Number:** 89395976 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Auto-trol Now Shipping Release 12.2 of its Industry-Leading Tech Illustrator(TM) for Windows Product Family; Latest Release Features Easy-to-Use, Process-Based Functionality And Video-Based Training Tutorials.

July 22 , 2002

**Word Count:** 550 ? ?**Line Count:** 00063

**Text:**

...today announced that it is now shipping release 12.2 of its technical illustration and electronic publishing product, Tech Illustrator (TI(TM)) for Windows. This **product** release includes both the flagship TI Plus(TM) and the **popular** mid-**range** TI Express(TM) applications. The release offers nearly 50 new development and customer-initiated features and enhancements that incorporate many process-based tasks and provide...

8/6,K/15 (Item 15 from file: 16)

10104726 ? ?**Supplier Number:** 91269127

BEST OF BOTH WORLDS; BY SUCCESSFULLY MAINTAINING A WEBSITE AND A BRICK-AND-MORTAR STORE, CHILDREN'S RETAILER STEPHEN FENWICK PROVES THAT TWO IS MOST DEFINITELY BETTER THAN ONE.(KidsNShoes)(Company Profile)

July 22 , 2002

**Word Count:** 2272

-

...will have a limited quantity in each size, we are linked up with the manufacturer which has in-depth inventory.

FN: What's your most **popular** price **range** for **product**?

SF: On the website, the European brands range from \$45 to \$60 and have about one-third of the customer base. Then we have another...

...s not worth your while once you add in the cost of processing, shipping and handling. At the retail store, the \$25 to \$45 price **range** is most **popular**. We sell more of the high-end **product** online because we have more of a selection on the site.

FN: What has been the biggest change in the web retail environment since you...

8/6,K/16 (Item 16 from file: 15)

05860235 ? ? ? ? ? 135510361

? ? ? ? ? ? ? ? \*\*

New U.S. Site Offers an Array of Mobile Content

Jul 11, 2002

**Word Count:** 412

**Abstract:**

...S. carrier market, is that MobileCraze content is available to Cingular, AT&T, Cricket, Verizon, Qwest, Alltel or US Cellular subscribers. Primary handsets include the **range** of **popular** Nokia models, but any phone with **text** capabilities can be used, according to the MobileCraze site.

**Text:**

...S. carrier market, is that MobileCraze content is available to Cingular,

AT&T, Cricket, Verizon, Qwest, Alltel or US Cellular subscribers.  
 Primary handsets include the **range** of **popular** Nokia  
 models, but any phone with **text** capabilities can be used,  
 according to the MobileCraze site.

Backed up by a recently announced agreement with BMI, which gives Cellus  
 public performance rights for...

8/6,K/17 (Item 17 from file: 148)

0020102478 ? ? **Supplier Number:** 88831752 (USE FORMAT 7 OR 9 FOR FULL TEXT )

New U.S. Site Offers an Array of Mobile Content.(MobileCraze Web site from Cellus USA)(Brief Article)(Company  
 Profile)

July 11 , 2002

**Word Count:** 424 ? ?**Line Count:** 00039

...S. carrier market, is that MobileCraze content is available to Cingular,  
 AT&T, Cricket, Verizon, Qwest, Alltel or US Cellular subscribers.  
 Primary handsets include the **range** of **popular** Nokia  
 models, but any phone with **text** capabilities can be used,  
 according to the MobileCraze site.

Backed up by a recently announced agreement with BMI, which gives  
 Cellus public performance rights for...

8/6,K/18 (Item 18 from file: 16)

09825352 ? ?**Supplier Number:** 87071746

Overture Signs Two-Year Agreement With Lycos Europe; Overture's Pay-For-Performance Results to Appear on Lycos  
 Properties in the UK, Germany and France.

June 11 , 2002

**Word Count:** 842

-

...Performance search in the UK, Germany and France," said Johannes  
 Larcher, general manager, Overture International. "Lycos is an important  
 pan-European Internet operator with a **range** of  
**popular** sites, and we look forward to a long-term  
 partnership that will be mutually beneficial to both their users and our  
 advertisers."

Overture's search results are generated by Overture's advertisers  
 who bid...

8/6,K/19 (Item 19 from file: 15)

02380605 ? ? ? ? ? 123459921

? ? ? ? ? ? ? ? \*\*

Distributed generation: Hype vs. hope

Jun 1, 2002 ?**Length:** 6 Pages

**Word Count:** 2950

**Text:**

...as the "Holy Grail" of distributed generating technology. For example,



in "Dreams of the New Power Grid," which appeared in the March 2002 issue of **Popular Science**, the **goal** is fuel cells in every home. That **article** quotes one fuel cell proponent who compares price projections for fuel cells to the rapid drops in prices for VCRs. Alas, images of microturbines and...

8/6,K/20 (Item 20 from file: 148)  
14820834 ? ? **Supplier Number:** 89905800  
Eggs.(market research, the future)

June , 2002

**Abstract:** Market research future forecasting data for the eggs industry in the United Kingdom is given. Topics discussed include free **range** eggs **product popularity**, industry regulations, label changes and regulations, and **product** pricing stability.

**Abstract:**

8/6,K/21 (Item 21 from file: 15)  
05847959 ? ? ? ? ? 121963879  
? ? ? ? ? ? ? ? \*\*

Short-Term Market: Auction-Rate Municipal Bonds Enjoy a New Popularity

May 31, 2002

**Word Count:** 1100

**Text:**

...municipal accounts among individual investors has sent demand for auction- rate bonds soaring.

While some issuers and investors consider this growing area of the short-**term** market an attractive alternative to floating-**rate** debt, its **popularity** is sending yields on the securities down to unusually low levels.

Traditionally, auction-rate municipal securities -- a form of floating-rate debt that does not...

8/6,K/22 (Item 22 from file: 148)  
15146537 ? ? **Supplier Number:** 87027022 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
ASV designs RC-50 as skid-steer killer: this new model, says ASV, has the specifications and price to compete head on with mid-size skid-steers. (Earthmoving).(advertisement)(Brief Article)

May , 2002

**Word Count:** 665 ? ?**Line Count:** 00057

...s sized and priced in line with the mid-size skid-steer.

"We're marketing the RC-50 as a direct competitor to the most **popular range** of skid-steers' says Brad Lemke, ASV's director of new-**product** development, "those with 44 to 56 horsepower, weighing between 4,500 and

8/6,K/23 (Item 23 from file: 16)  
09844048 ? ?**Supplier Number:** 85897196

/CORRECTION -- MAF Bancorp, Inc./.

April 19 , 2002

**Word Count:** 2830

-

...of last year but less than the record level of \$955.0 million in loan volume reported for the quarter ended December 31, 2001. Long-

**term fixed-rate** loans remained **popular**

with customers, and as a result, loan sale gains in the quarter were strong, as the Company generally sells these loans into the secondary market...

8/6,K/24 (Item 24 from file: 16)

09787200 ? **Supplier Number:** 85892473

CLOSE-UP: NEWSMAKER/JEAN-PAUL MORIN - Publicis deal maker who is ready to give - a little. The financial brains behind the Publicis Bcom3 deal is no pushover.

April 12 , 2002

**Word Count:** 1591

-

...sense, and even Publicis itself will need to do better in future.

Morin is unmoved by this discussion. He quotes 'increased shareholder value' as the **goal**, a **popular** but ill-defined **phrase** that is commonly called in to justify demergers by major conglomerates or to explain away over-priced shares that seem to have no obvious financial...

8/6,K/25 (Item 25 from file: 16)

09670048 ? **Supplier Number:** 84094697

Q&A with Richard L. Carrion: Diversification and growth. (Focus Report).(CEO of Popular Inc.)(Brief Article)

March , 2002

**Word Count:** 725

-

...and are looking to become No. 1, but there are some hungry tigers out there, so we've got to work hard to get there.

**Popular, Inc. Rating**

	SHORT- <b>TERM</b>	LONG- <b>TERM</b>
Fitch	F-1	A
Moody's	P-1	A-3
S&P	A-2	BBB+

---

?L3 -> (queried or queries or query or querying or scour or scoured or scouring or scan or scanned or scanning or search or searched or searching or seek or seeked or seeking) near2 (answer or brand or characterization or class or classification or description or formula or guide or guidance or guiding or identification or index or key

or metadata or meta-data or (meta adj data) or mnemonic or nexus or term or terminology)

15/6,K/1 (Item 1 from file: 9)

04683962 ?Supplier Number: 211577691

Online to Efficiency.

December 01, 1997

**Word Count:** 4058

## TEXT:

...than 14,700 criminal immigrants during fiscal 1996 alone.

When an immigrant is caught crossing the border illegally, the IDENT system is used to electronically **scan** the two **index** fingers and take a digital photograph of the person. The system attempts to match that biometric data with its lookout database, which holds information on...

15/6,K/2 (Item 2 from file: 9)

04683924 ?Supplier Number: 211577659

Wake Up and Smell the Data.

July 01, 1997

**Word Count:** 1171

## TEXT:

...and rows. A user can store and retrieve complex data like photographs, computer-aided design drawings, maps and sounds in a relational DBMS, but cannot **index**, **search** or manipulate it.<p>

The object-oriented DBMS offers an imperfect solution to the challenge of manipulating complex data. It stores data in clusters called...

15/6,K/3 (Item 3 from file: 9)

04683804 ?Supplier Number: 211559747

On Call.

January 01, 1999

**Word Count:** 2933

## TEXT:

...the average wait time was eight minutes among private sector firms considered top-notch in customer service.

SSA also is using integrated voice response to **answer queries** more efficiently. IVR permits callers to get information without talking with a person simply by punching numbers on the keypad or speaking in response to...

15/6,K/4 (Item 4 from file: 9)  
 04682656 ?Supplier Number: 211521230  
 DEFENSE BEAT At Defense Inc., Rules Are Changing.

September 01, 2001  
**Word Count:** 1440

## TEXT:

...must include the use of activity-based costing and identification of output-based metrics and standards to reduce inefficiencies throughout the department." According to the **guidance**, "DoD will **seek** support from Congress to streamline infrastructure, outsource and privatize more functions, improve business practices, fashion incentives for cost savings and efficiencies, and reform acquisition and...

15/6,K/5 (Item 5 from file: 9)  
 04682019 ?Supplier Number: 211502048  
 Detecting The Threat.

July 15, 2002  
**Word Count:** 3555

**Product Names:** Search, detection, navigation, **guidance**, aeronautical, and nautical systems, instruments & equipment (381000...

## Concept Terms:

15/6,K/6 (Item 6 from file: 9)  
 04667616 ?Supplier Number: 208746105  
 The effectiveness of corporate restructuring: an analysis.

July 1997  
**Word Count:** 7740

## TEXT:

...selected for the discriminant analysis.

A list of companies engaging in restructuring activities were obtained from the Compact Disclosure archives for the year, 1991. The **key search** terms used were "restructuring charges" and/or "write-offs" if found in the footnotes to the financial information. This search yielded a list of 787...

15/6,K/7 (Item 7 from file: 9)  
 04649856 ?Supplier Number: 206821571  
 Business Developments.

August 01, 2001  
**Word Count:** 786

**TEXT:**

...problems. The company said approximately 1,000 lawsuits have been filed in the U.S. involving the recalled Inter-Op shell, 60 of them are **seeking** certification as **class** actions. The first hip implant case is scheduled for trial this month. Thus far, two suits have been filed relative to the knee implant problems...

15/6,K/8 (Item 8 from file: 9)

04431857 ?Supplier Number: 179817613

Nuances of chaos in foreign exchange markets.

May 2000

**Word Count: 7567**

**TEXT:**

...nn(q) - 1) '100. This bias term indicates an inclination of the Classical R/S statistic to be influenced by short-term dependence in its **search** for long-term dependence. From the reported results in Table 7, one may conclude that some evidence of temporal dependence exists for the exchange rate movements of the...

15/6,K/9 (Item 9 from file: 9)

04431847 ?Supplier Number: 179817606

Determinants of cross-sectional difference of closed-end fund discounts.

January 2002

**Word Count: 6239**

**TEXT:**

...should be pointed out at the outset that, perhaps with the exception of diversification and fund security variances, no rigorous theory has been developed to **guide** the **search** for explanatory variables. An empirical approach is adopted here. Hopefully, enough empirical regularity and consistency can be documented to enhance the understanding of the closed...

15/6,K/10 (Item 10 from file: 9)

04431837 ?Supplier Number: 179817655

The dual role of audit evidence.

September 2002

**Word Count: 8247**

**TEXT:**

...The Dual Role of Audit Evidence

The foregoing discussion suggests that auditors' beliefs at intermediate points in the audit process play an important role in **guiding** the **search** for additional information. Audit evidence is useful in this process if it provides the auditor with new information regarding the presence or absence of potential...

15/6,K/11 (Item 11 from file: 9)

04426918 ?Supplier Number: 179424900

Carlyle, Ruskin, and Morris: work across the 'river of fire'.

June 2001

**Word Count:** 11091

### **TEXT:**

...historian's perspective as that of an economist which will be evidenced in this essay. (6) The questions each of these men were asking and **seeking** to **answer** with respect to 'work' were different to those which were asked by most economists of their time. As is abundantly evident in their critiques of...

15/6,K/12 (Item 12 from file: 9)

04190549 ?Supplier Number: 160186065

Querying Compressed Data in Data Warehouses.

October 2002

### **ABSTRACT:**

...shown to achieve the greatest reductions in storage size for databases. A key issue with such schemes is how to quickly access the data to **answer queries**, since individual tuple boundaries are lost. In this paper we introduce an approach that aims to maintain the benefits of page-level compression (i.e...

15/6,K/13 (Item 13 from file: 9)

02983625 ?Supplier Number: 95915971

Close quarters: take the hassle out of getting to the airport on time and enjoy a little luxury on the way. Business Traveller checked out five handily located UK hotels where killing time is a pleasure ... (Airport Hotels).

October 2002

**Word Count:** 1821

### **TEXT:**

...and joy is its conference centre. Several of its small meeting rooms have SmartWalls and there are conference reception staff on hand all day to **answer** any **queries**. Everything from simultaneous

translation to photocopying can be arranged.

Leisure time: Left Bank, which overlooks the Thames, serves modern British food, while Charlie Bell's...

15/6,K/14 (Item 14 from file: 9)  
02952366 ?Supplier Number: 97905916  
Guidance advice.

February 15, 2002

**Product Names:** ...**Search**, detection, navigation, **guidance**, aeronautical, and nautical systems, instruments & equipment (381000)

**Concept Terms:**

15/6,K/15 (Item 15 from file: 9)  
02952363 ?Supplier Number: 97905036  
Guiding Lights.

February 15, 2002

**Product Names:** ...**Search**, detection, navigation, **guidance**, aeronautical, and nautical systems, instruments & equipment (381000)

**Concept Terms:**

15/6,K/16 (Item 16 from file: 9)  
02947127 ?Supplier Number: 93533207  
The new 2003 American securitization model: isolation and risk diversification. (Overview).

October 2002

**Word Count:** 5002

**TEXT:**

...In 1983, the CMO created a means by which investors could partner among themselves to allocate the prepayment risk of a diversified loan pool. Investors **seeking** longer-~~term~~ securities gained protection against falling interest rates by having several tranches that would be paid in full before their tranche was paid. Conversely, the existence...

15/6,K/17 (Item 17 from file: 9)  
02931373 ?Supplier Number: 94078611

A new revolution looms; IP attorneys have weathered the economic downturn, but now face the prospect of a patent revolution as reforms to the PTO and criticisms of the IP system combine to transform current practices. (World IP Survey: North America).

October 2002

**Word Count:** 4942

**TEXT:**

...over 25 months to 18 months.  
\* Implement e-government in patents by October 1 2004.

\* Reduce total patent examiner hires by 2,500.

\* "Competitively source **classification** and **search** functions, and concentrate Office expertise as much as possible on the core government functions."

\* Expand bilateral/multilateral actions to reduce duplication of work.

The most...

15/6,K/18 (Item 18 from file: 9)

02928251 ?Supplier Number: 93136224

Fire detection technology: past, present and future: today's technology offers many options when choosing a fire detection system. Cost and reliability are major factors which affect the choice. In this article, by Steve Scorfield of System Sensor Europe, these issues together with technological aspects are discussed. (Detection).

September 2002

**Word Count:** 2627

**Product Names:** ...**Search**, detection, navigation, **guidance**, aeronautical, and nautical systems, instruments & equipment (381000

**Concept Terms:**

15/6,K/19 (Item 19 from file: 9)

02927147 ?Supplier Number: 93348692

Still floating! (Pilkington).

June 15, 2002

**Word Count:** 3548

## TEXT:

...the opposition. Code named the LAB project (after Alastair's first three initials) the mammoth undertaking began. Very much an engineering development, the project was **seeking key** innovations which would turn a nice idea into a viable production process. The driver for this effort was twofold. Capital outlay on a plate glass...

15/6,K/20 (Item 20 from file: 9)

02925192 ?Supplier Number: 94539205

Hand-washing monitor. (Inventor's Corner).

October 2002

**Word Count:** 127

**Product Names:** **Search**, detection, navigation, **guidance**, aeronautical, and nautical systems, instruments & equipment (381000...

**Concept Terms:**

15/6,K/21 (Item 21 from file: 9)

02918358 ?Supplier Number: 96379976

European food legislation. (Web Watch).

October 2002



**Word Count:** 1440

**TEXT:**

...law, European Parliament questions and documents of public interest from 1950 are all browseable and searchable. There is no specific food law section, although a **search** of the **term** 'food' retrieved 1367 documents.  
European Patent Office

<http://www.european-patentofficers.index.htm>

The European Patent Office (EPO) is the executive body of the European...

15/6,K/22 (Item 22 from file: 9)  
02915885 ?Supplier Number: 94594116  
Multi-tasking digital compass brings Nomads home. (Briefs).

June 2002

**Word Count:** 105

**Product Names:** Search, detection, navigation, **guidance**, aeronautical, and nautical systems, instruments & equipment (381000...

**Concept Terms:**

15/6,K/23 (Item 23 from file: 9)  
02907089 ?Supplier Number: 93698977  
Next Dimension salutes Kathy Ireland 'mission behind the brands'. (A Special Section To Home Accents Today).

October 2002

**Word Count:** 318

**TEXT:**

In searching for the right licensing partner, Moore says he was looking for more than just a label or an endorsement. "I was **searching** for a **brand** on the rise with a long-term commitment to the home furnishings industry. At about the same time, Kathy was also looking at Next Dimension...

15/6,K/24 (Item 24 from file: 9)  
02878981 ?Supplier Number: 94537591  
Listen, let's start this again: workforce optimisation technology (WOT) is a new phrase coined to describe the changing nature of the technology/user interface in call centres. Stephen Hannington discovers just what WOT is. (Multimedia).

October 2002

**Word Count:** 2050

**TEXT:**

...is not yet up to scratch, often causing customers to have to work their

way through numerous options before they discover that the system cannot **answer** their specific **query** and they then have to drop out to a live operator."

Another witness for the prosecution is Jane Strachan, customer experience consultant for call centre...

15/6,K/25 (Item 25 from file: 9)

02875665 ?Supplier Number: 25943595

The advent of portals: the search for a way to offer the ease of Google backed by authoritative results may just revolutionize library web sites.

September 15, 2002

**Word Count:** 2841

## TEXT:

...selected web sites, locally licensed full-text and abstracting/indexing databases, and public domain or publicly accessible abstracting and indexing services.

Cross-database searching

Integrated **searching** is a **key** feature of a portal. It distinguishes it from a web site. Many library web sites provide access to the online catalog, licensed resources, vetted web...

...resources as XML datasets or web resources using different metadata schemes such as MARC, Dublin Core, Computer Interchange of Museum Information (CIMI), and Encoded Archival **Description** (EAD).

Keyword **searching** is common for web sites. Licensed resources may have proprietary search strategies. As a result, portals must support various search standards and protocols (239.50...

---

**?L4 -> ((key or search or watch) adj (word or term)) or key-term or keyterm or keyword or key-word or search-term or searchterm or search-word or searchword or watch-term or watchterm or watch-word or watchword**

18/6,K/1 (Item 1 from file: 9)

04774356 ?Supplier Number: 228318755

Sexy selling at Screenings.

May 25, 2010

**Word Count:** 734

## TEXT:

...most powerful station groups, ProSieben Sat.1, did comment on what the general predilection of audiences on the continent is right now:

"Accessible" is the **key word**, said one of the group's

key execs, Jan Frouman. "Nothing too complicated, strong characters, and a story that can be followed."

Some 500 executives...

18/6,K/2 (Item 2 from file: 9)

04773696 ?Supplier Number: 217968505

Collection Industry Braces For CARD Act Challenges.

February 01, 2010

**Word Count:** 857

#### **TEXT:**

...of 2010. This would be in marked contrast to current charge-off rates, which rose 151% from 2007 to 2009, according to data from TransUnion.

**Keyword:** Flexibility

So what's the best way to keep your collection efforts on track? Be flexible. The key to success is to work with customers...

18/6,K/3 (Item 3 from file: 9)

04773694 ?Supplier Number: 219989172

Collection Industry Braces For CARD Act Challenges.

March 01, 2010

**Word Count:** 856

#### **TEXT:**

...of 2010. This would be in marked contrast to current charge-off rates, which rose 151% from 2007 to 2009, according to data from TransUnion.

**Keyword:** Flexibility

So what's the best way to keep your collection efforts on track? Be flexible. The key to success is to work with customers...

18/6,K/4 (Item 4 from file: 9)

04771583 ?Supplier Number: 228065578

PROMOTED TWEETS: Taking flight.

June 03, 2010

**Word Count:** 1599

#### **TEXT:**

...get scared. Users have to be showing some sort of intent so, at minimum, they'll see an ad at least vaguely related to their **search term** or, ideally, closely related."

Twitter says there are "obvious similarities with AdWords", but is quick to point out why its unique functionality sets it apart...

...be unveiled. Garrett adds that shorter URLs generally have analytics built in.

How resonance will affect pricing, like the way Google's Quality Score determines **keyword** pricing, remains to be seen, although Twitter has said that in time it wants marketers to pay for ads based on the lift in resonance...

18/6,K/5 (Item 5 from file: 9)

04770773 ?Supplier Number: 220845142

Weighing the options of e-discovery programs: internal control over data, shared access for outsiders; how to sort out the right IT approach for your needs.

December 2009

**Word Count:** 1294

## TEXT:

...v. American Manufacturers Mutual Insurance, where the court explicitly issued a "wake-up call to the bar" that it had to do more than design **key-word** searches and hope for the best. "While this message has appeared in several cases ... it appears that the message has not reached many members of...

...THE DARK

Below is an excerpt from the decision in William Gross v. American Manufacturers:

This case is just the latest example of lawyers designing **keyword** searches in the dark, by the seat of the pants, without adequate (indeed, here, apparently without any) discussion with those who wrote the e-mails...

...counsel of this problem, but the message has not gotten through to the Bar in this District. As Magistrate Judge Paul Grimm has stated:

"While **keyword** searches have long been recognized as appropriate and helpful for ESI search and retrieval, there are well-known limitations and risks associated with them, and...

...interplay, at least, of the sciences of computer technology, statistics, and linguistics. Given this complexity for lawyers and judges to dare opine that a certain **search term** or terms would be more likely to produce information than the terms that were used is truly to go where angels fear to tread. This...

18/6,K/6 (Item 6 from file: 9)

04769822 ?Supplier Number: 222025577

The European courts contemplate the legality of Google's search related advertising.

March 2010

**Word Count:** 1704

**TEXT:**

...ADWORDS

Google's Adwords service allows an advertiser to 'purchase' keywords. When a member of the public enters a search query corresponding to a purchased **keyword**, Google displays an advert for the advertiser's products alongside its natural search results. Advertisers pay Google a fee each time a member of the...

...and by visiting their web site; the display of an advert by Google only establishes a link between the third party's products and that **keyword**, which is not sufficient to make it an infringement.

NOR DOES IT AFFECT THE OTHER FUNCTIONS OF THE TRADEMARK

In certain situations, a brand owner...

18/6,K/7 (Item 7 from file: 9)

04769705 ?Supplier Number: 227503056

Epicurious.com Serves Up Recipe App for Android.

May 28, 2010

**Word Count:** 345

**TEXT:**

...season, and more. Find inspiration browsing by type of dish, main ingredient, cuisine, dietary consideration, dish type, and season or occasion. Or, search recipes by **keyword**.  
-Cookbook mode: Tap "view recipe" to see the recipe in step-by-step view for instructions in the kitchen.

The "Epicurious" Recipes & Shopping List: On...

18/6,K/8 (Item 8 from file: 9)

04769460 ?Supplier Number: 227596269

Film earnings go mega for Mouse.

May 17, 2010

**Word Count:** 894

**TEXT:**

...divisions to keep the company humming along. But the Mouse House is especially dependent upon hit movies to drive the rest of its businesses.

The **key word** again for Disney is "franchises," with Iger telling analysts in a conference call last week that, "A focus on franchise films such as 'Toy Story..."

18/6,K/9 (Item 9 from file: 9)  
04768225 ?Supplier Number: 224557377  
Bolt-on site features and SEO.

May 01, 2010  
**Word Count: 1468**

## TEXT:

...Value for page volume: When a new feature will increase the number and types of pages created, make sure that those pages will have valuable **keyword** targets for SEO.

Value for word volume: Plan for add-on features to increase the occurrence of valuable keywords, not just the number words. Increasing the number of words without increasing valuable keywords diffuses the overall **keyword** theme of a page.

Crawlability: If a site feature can't be crawled without the use of cookies, JavaScript, CSS or iframes, it's possible...

...A must-have for large e-commerce sites, faceted navigation technologies like those offered by Endeca and Mercado are critical to usability. When applied using **keyword** research and keyphrase patterning, they can also be most beneficial to SEO.

Faceted navigation allows access to a structured set of predefined internal search results...

...filters can be staggering, reaching into the millions of pages. Take care to limit the crawlable content to filters based on valuable keywords.

For example, **keyword** research and pattern analysis for the athletic shoe site (above) will show that gender and sport are highly valuable filters, while price is not a highly searched-upon **keyword** element. This is valuable information in determining both the order of elements in URLs and the content to suppress for search engines.

Assuming the URLs...

...H1 heading, body copy and internal links.

What's more, don't create a tag cloud or popular search page to compete for the same **keyword** target as an existing crawlable, optimizable category or subcategory page. Why create a duplicate page when you can link to the already stronger incumbent page...

...but some still tout the benefit of a reviews subdomain.

Cross-selling and personalized recommendations

Cross-selling tools like "related products" boxes may strengthen the **keyword** theme on product pages. Because they tend to feature products with similar names or features, they may improve **keyword** visibility on the page the box is placed – as well as strengthen internal linking for the products being linked to.

The same theory holds true...

...on a customer's page views or purchase history. But the reality is often different for SEO benefit.

PROS FOR SEO: Related products can strengthen **keyword** themes when product names contain valuable keywords.

CAUTIONS FOR SEO: Many related-products technologies are fed in via JavaScript or iframes, and personalized recommendations require...

...about which bolt-on features are beneficial to SEO and under what circumstances. Strive for implementations that create crawlable content that supports a page's **keyword** theme rather than diffusing it, creating competing pages or creating masses of low-SEO-value pages.

Jill Kocher ( [jkocher@covario.com](mailto:jkocher@covario.com) ) is senior manager of...

18/6,K/10 (Item 10 from file: 9)  
04766589 ?Supplier Number: 225852464  
Cox to Unveil 'Trio' Program Guide.

May 10, 2010  
**Word Count:** 768

#### TEXT:

...grid- and theme-based views are also available.

In a demonstration to New York media last month, the new guide quickly performed universal search, using **keyword**, title or actor's name, and retrieved reams of related content based on metadata from Tribune Media Services. Trio can be customized to show different...

18/6,K/11 (Item 11 from file: 9)  
04766514 ?Supplier Number: 227197364  
Clear grease gun.

April 2010  
**Word Count:** 84

#### TEXT:

...s Clear Grease Guns and Clear Tubes and allows customers to purchase the products for shipment anywhere in the United States. Customers can search by **keyword** or part number and compare up to five products at once, the company says.

\* Lubrication Engineers Inc., 300 Bailey Ave., Fort Worth, Texas 76107; 817  
...

18/6,K/12 (Item 12 from file: 9)

04766122 ?Supplier Number: 227270824

'Transmedia storytelling' promises deeper audience engagement; brands, entertainment marketers want in.

May 15, 2010

**Word Count:** 1208

#### **TEXT:**

...those that allow audiences access to the story. That means we look at how to effectively tell the story across many platforms. "Effectively" is the **key word** here: the social media strategy simply describes ways to involve your audience in the storytelling, house the conversations, and give audiences tools to extend the...

18/6,K/13 (Item 13 from file: 9)

04765542 ?Supplier Number: 226822064

Bolstering the reference category: apps and digital content co-exist with specialized and quirky print titles.

May 17, 2010

**Word Count:** 3042

#### **TEXT:**

...the Koran, and historical information on the African-American studies site ([oxfordaasc.com](http://oxfordaasc.com)) is accessible via a visual time line (in addition to a simple **keyword** search). The development of those sites laid the groundwork for the house's ambitious launch last month of the Oxford Bibliographies Online ([aboutobo.com](http://aboutobo.com)), a...

18/6,K/14 (Item 14 from file: 9)

04763826 ?Supplier Number: 225589625

Google wins AdWords case.

May 2010

**Word Count:** 100

#### **TEXT:**

...the highest court in the EU, ruled that Google's AdWords does not violate European trademark law and that the search giant can continue selling **keyword**-based ads on its search pages.

(ILLUSTRATION OMITTED)

The lawsuit was filed by LVMH, the French holding company behind Louis



Vuitton and Dom Perignon champagne...

18/6,K/15 (Item 15 from file: 9)

04762403 ?Supplier Number: 226161882

The state of ERISA after 35 years: complex, yet arguably simplistic, which federal statute may be unraveled with a touch of supreme common sense.

January 2010

**Word Count:** 13473

#### **TEXT:**

...Court has acknowledged the statutory complexity of ERISA's pre-emption provisions. (177) Indeed, a unanimous Supreme Court has described the task of defining the **key term** "relate to" as frustratingly difficult, (178) "ERISA is an intricate, comprehensive statute." (179) The Supreme Court has also recognized that its "task of discerning congressional...

18/6,K/16 (Item 16 from file: 9)

04761156 ?Supplier Number: 225589542

The Year of the Tiger.

May 2010

**Word Count:** 2434

#### **TEXT:**

...America, Oceania, and Asia), but it is not comprehensive. Once you have identified the university you want, you can either browse the title slides or **keyword** search the available presentations. SlideFinder is powered by Slide Executive ([www.slideexecutive.com](http://www.slideexecutive.com)) and is a showcase for Swedish company Novatrox's desktop and enterprise...

18/6,K/17 (Item 17 from file: 9)

04761086 ?Supplier Number: 225723640

Update on lab regulatory preparedness for inspections.

April 2010

**Word Count:** 1501

#### **TEXT:**

...Provencal: Now only up-to-date policies and procedures are available online and accessible 24/7 which always meets regulatory requirements and reduces risk. The **keyword** searches have been valuable for quick retrieval of information. The approval process for updates and new procedures has been streamlined and is much more efficient...

18/6,K/18 (Item 18 from file: 9)  
 04760525 ?Supplier Number: 226060665  
 Riding the E-Wave.

May 10, 2010  
**Word Count:** 360

## TEXT:

...strategy.

ShopNBC launched a new mobile platform that allows customers to shop more than 10,000 ShopNBC items, see daily specials, search for products by **keyword** or item number, and check order and shipping status.

Belk launched a Facebook page at [facebook.com/belk](https://facebook.com/belk) and a 'Belk Fashion Buzz' Twitter feed...

18/6,K/19 (Item 19 from file: 9)  
 04758279 ?Supplier Number: 225731727  
 King of search plans to continue expanding display advertising, video; No. 2 Google.

May 03, 2010  
**Word Count:** 453

## TEXT:

Byline: Sean Callahan

IS IT CONCEIVABLE that there is a b-to-b marketer in the U.S. that has not bid for a **search term** on Google?  
 Marketers from the smallest mom-and-pop distributorships to the world's most powerful corporations participate in Google's AdWords program. Even growing...

18/6,K/20 (Item 20 from file: 9)  
 04758277 ?Supplier Number: 225596383  
 Quality considerations for peptide manufacturing processes; as a key element in the peptide production process, quality should be built into every step.

March 2010  
**Word Count:** 444

## TEXT:

...and residual organic solvent content.  
 Bearing all these elements in mind in a holistic fashion is critical for implementing a sound quality system. Indeed, the **key word** for any effective approach to quality outcomes is system.  
 Given that every component of a manufacturing process contributes to the

quality of the final product...

18/6,K/21 (Item 21 from file: 9)

04758213 ?Supplier Number: 214622822

MLB Addressing the DH? Don't Count On It.

December 17, 2009

**Word Count:** 716

**TEXT:**

...if he follows through with his retirement talk, whoever is the next commissioner after 2012), but have no authority.

So, back to Rogers' column, the **key word** to focus on in the title is "could".

While there's an outstanding case to be made that the issue of the DH needs to...

18/6,K/22 (Item 22 from file: 9)

04757601 ?Supplier Number: 225390420

Modern Auto Marketing 3.0.

May 01, 2010

**Word Count:** 1570

**TEXT:**

...high in the funnel or more likely your landing experiences aren't resonating with the respondents who are clicking on the ad.

IAD3.0 PPC **keyword** buys are looked at a lot like you would look at generating a list for a direct mail or e-mail campaign.

You should segment and strata keywords and phrases by the respondent's most likely position in the sales funnel and by geography.

Stratify your **keyword** buys according to funnel position, geography and enough conversion rate data. That will allow you to place the highest bids on keywords in the right...

18/6,K/23 (Item 23 from file: 9)

04756888 ?Supplier Number: 225388846

Industrial wiper rule moves closer to the finish line: after 20 years, efforts to modify waste management requirements for wipes could bear fruit.

April 2010

**Word Count:** 1329

**TEXT:**

...to intercede when appropriate and report on developments as they unfold.  
To view INDA/SMART's February 26 comments, visit: [www.regulations.gov](http://www.regulations.gov) and enter **keyword**/ID: RCRA-2003-0004-0464.

By Jessica Franken, director of government affairs, INDA

18/6,K/24 (Item 24 from file: 9)  
04756287 ?Supplier Number: 225110516  
CEA Launches Business Development Tool.

April 18, 2010  
**Word Count: 308**

**TEXT:**

...Directory facilitates finding products and services unique to the industry without the clutter of a general Internet search engine. Users have the option of performing **keyword**-driven searches, or a category-specific search. Both methods produce the most industry relevant results on the Web.

The directory also includes request for information...

18/6,K/25 (Item 25 from file: 9)  
04756246 ?Supplier Number: 225089207  
Annual 4G M2M Cellular Module Shipments Set to Take Off, According to ABI Research.

April 15, 2010  
**Word Count: 388**

**TEXT:**

...report highlights include:

Why would M2M communication, which usually involves relatively low data-rates, migrate to 4G?  
According to M2M practice director Sam Lucero, the **key word** is "usually." A few M2M applications do require lots of bandwidth and high throughput, and it is those applications - telematics (distributing multimedia content to vehicles...

.....  
**?L5 -> L3 or L4**

21/6,K/1 (Item 1 from file: 9)  
04683962 ?Supplier Number: 211577691  
Online to Efficiency.

December 01, 1997  
**Word Count:** 4058

**TEXT:**

...than 14,700 criminal immigrants during fiscal 1996 alone.

When an immigrant is caught crossing the border illegally, the IDENT system is used to electronically **scan** the two **index** fingers and take a digital photograph of the person. The system attempts to match that biometric data with its lookout database, which holds information on...

21/6,K/2 (Item 2 from file: 9)  
 04683924 ?Supplier Number: 211577659  
 Wake Up and Smell the Data.

July 01, 1997  
**Word Count:** 1171

**TEXT:**

...and rows. A user can store and retrieve complex data like photographs, computer-aided design drawings, maps and sounds in a relational DBMS, but cannot **index**, **search** or manipulate it.<p>The object-oriented DBMS offers an imperfect solution to the challenge of manipulating complex data. It stores data in clusters called...

21/6,K/3 (Item 3 from file: 9)  
 04683804 ?Supplier Number: 211559747  
 On Call.

January 01, 1999  
**Word Count:** 2933

**TEXT:**

...the average wait time was eight minutes among private sector firms considered top-notch in customer service.

SSA also is using integrated voice response to **answer queries** more efficiently. IVR permits callers to get information without talking with a person simply by punching numbers on the keypad or speaking in response to...

...than depending on manuals and other documents, by June 1999, they will be using "screen pops" to find information they need. By typing in a **key word** on their PCs, phone representatives will be able to get a concise screenful of information. PCs using Windows-based software are replacing the old mainframes...

21/6,K/4 (Item 4 from file: 9)  
 04682737 ?Supplier Number: 211521342  
 Investing in Outreach.

July 01, 2001  
**Word Count:** 961

**TEXT:**

...consult with Joyce Jackson. A technical director at the Center for Medicaid and State Operations in HCFA's Baltimore office, Jackson has made outreach the **watchword** of her organization. And she has an investment track record any Wall Street banker would envy. <p>

Through a partnership with an Indian Health Service...

21/6,K/5 (Item 5 from file: 9)  
 04682656 ?Supplier Number: 211521230  
 DEFENSE BEAT At Defense Inc., Rules Are Changing.

September 01, 2001  
**Word Count:** 1440

**TEXT:**

...must include the use of activity-based costing and identification of output-based metrics and standards to reduce inefficiencies throughout the department." According to the **guidance**, "DoD will **seek** support from Congress to streamline infrastructure, outsource and privatize more functions, improve business practices, fashion incentives for cost savings and efficiencies, and reform acquisition and...

21/6,K/6 (Item 6 from file: 9)  
 04682019 ?Supplier Number: 211502048  
 Detecting The Threat.

July 15, 2002  
**Word Count:** 3555

**Product Names:** Search, detection, navigation, **guidance**, aeronautical, and nautical systems, instruments & equipment (381000...

**Concept Terms:**

21/6,K/7 (Item 7 from file: 9)  
 04667616 ?Supplier Number: 208746105  
 The effectiveness of corporate restructuring: an analysis.

July 1997  
**Word Count:** 7740

**TEXT:**

...selected for the discriminant analysis.

A list of companies engaging in restructuring activities were obtained from the Compact Disclosure archives for the year, 1991. The **key search** terms used were "restructuring charges" and/or "write-offs" if found in the footnotes to the financial information. This search yielded a list of 787...

21/6,K/8 (Item 8 from file: 9)  
04649856 ?Supplier Number: 206821571  
Business Developments.

August 01, 2001  
**Word Count: 786**

#### **TEXT:**

...problems. The company said approximately 1,000 lawsuits have been filed in the U.S. involving the recalled Inter-Op shell, 60 of them are **seeking** certification as **class** actions. The first hip implant case is scheduled for trial this month. Thus far, two suits have been filed relative to the knee implant problems...

21/6,K/9 (Item 9 from file: 9)  
04431859 ?Supplier Number: 179817593  
Choice of performance measure in a bonus plan: managerial opportunism or efficient contracting?

January 2000  
**Word Count: 8796**

#### **TEXT:**

...in data availability. We use the 1990 proxies available in Corporate Text, a textual database from Standard and Poors. We find 1314 firms using the **keyword** search "bonus". Since we need firms to be available in Compustat for ease of collection of accounting information, we limited our search to NYSE and...

21/6,K/10 (Item 10 from file: 9)  
04431857 ?Supplier Number: 179817613  
Nuances of chaos in foreign exchange markets.

May 2000  
**Word Count: 7567**

#### **TEXT:**

...nn(q) - 1) '100. This bias term indicates an inclination of the Classical R/S statistic to be influenced by short-term dependence in its

**search** for long-term dependence.

From the reported results in Table 7, one may conclude that some evidence of temporal dependence exists for the exchange rate movements of the...

21/6,K/11 (Item 11 from file: 9)

04431847 ?Supplier Number: 179817606

Determinants of cross-sectional difference of closed-end fund discounts.

January 2002

**Word Count:** 6239

## TEXT:

...should be pointed out at the outset that, perhaps with the exception of diversification and fund security variances, no rigorous theory has been developed to **guide** the **search** for explanatory variables. An empirical approach is adopted here. Hopefully, enough empirical regularity and consistency can be documented to enhance the understanding of the closed...

21/6,K/12 (Item 12 from file: 9)

04431837 ?Supplier Number: 179817655

The dual role of audit evidence.

September 2002

**Word Count:** 8247

## TEXT:

...The Dual Role of Audit Evidence

The foregoing discussion suggests that auditors' beliefs at intermediate points in the audit process play an important role in **guiding** the **search** for additional information. Audit evidence is useful in this process if it provides the auditor with new information regarding the presence or absence of potential...

21/6,K/13 (Item 13 from file: 9)

04426918 ?Supplier Number: 179424900

Carlyle, Ruskin, and Morris: work across the 'river of fire'.

June 2001

**Word Count:** 11091

## TEXT:

...historian's perspective as that of an economist which will be evidenced in this essay. (6) The questions each of these men were asking and **seeking** to **answer** with respect to 'work' were



different to those which were asked by most economists of their time. As is abundantly evident in their critiques of...

21/6,K/14 (Item 14 from file: 9)  
04191563 ?Supplier Number: 160286803  
The use and abuse of metatags.

March 2002

#### **ABSTRACT:**

...that provides summary information about a web page. If used in an appropriate manner, these metatags can play a legitimate role in helping consumers locate information. But the '**keyword**' metatag is particularly susceptible to manipulation. These tags can be easily abused by web site creators anxious to bait search engines and bring scores of visitors to their sites...

21/6,K/15 (Item 15 from file: 9)  
04190549 ?Supplier Number: 160186065  
Querying Compressed Data in Data Warehouses.

October 2002

#### **ABSTRACT:**

...shown to achieve the greatest reductions in storage size for databases. A key issue with such schemes is how to quickly access the data to **answer queries**, since individual tuple boundaries are lost. In this paper we introduce an approach that aims to maintain the benefits of page-level compression (i.e...

21/6,K/16 (Item 16 from file: 9)  
04190533 ?Supplier Number: 160186016  
An analysis of the business characteristics of adopters and nonadopters of World Wide Web technology.

March 2000

#### **ABSTRACT:**

...and IT budget, and degree of technology experience, are selected from the literature. A sample of 245 adopter businesses is gathered using online directories and "**keyword**" searches of the World Wide Web. A sample of 245 nonadopter businesses is obtained from the state business telephone directory.

The study finds a number...

21/6,K/17 (Item 17 from file: 9)  
02983625 ?Supplier Number: 95915971  
Close quarters: take the hassle out of getting to the airport on time and enjoy a little luxury on the way. Business

Traveller checked out five handily located UK hotels where killing time is a pleasure ... (Airport Hotels).

October 2002

**Word Count:** 1821

### TEXT:

...and joy is its conference centre. Several of its small meeting rooms have SmartWalls and there are conference reception staff on hand all day to **answer** any **queries**. Everything from simultaneous translation to photocopying can be arranged.

Leisure time: Left Bank, which overlooks the Thames, serves modern British food, while Charlie Bell's...

21/6,K/18 (Item 18 from file: 9)

02952366 ?Supplier Number: 97905916

Guidance advice.

February 15, 2002

**Product Names:** ...**Search**, detection, navigation, **guidance**, aeronautical, and nautical systems, instruments & equipment (381000)

**Concept Terms:**

21/6,K/19 (Item 19 from file: 9)

02952363 ?Supplier Number: 97905036

Guiding Lights.

February 15, 2002

**Product Names:** ...**Search**, detection, navigation, **guidance**, aeronautical, and nautical systems, instruments & equipment (381000)

**Concept Terms:**

21/6,K/20 (Item 20 from file: 9)

02950838 ?Supplier Number: 93613448

2002 master merchandiser awards: Wal-Mart Stores, Inc.

October 2002

**Word Count:** 1532

### TEXT:

...obviously, a cornerstone of Wal-Mart's marketing strategy, but the company's slogan is "Always Low Price," not "Always Lowest Price."

"'Value' is the **key word**," Mertes explains. "What is the value proposition for our customers? We can't emphasize enough the importance of items that provide value. Whether it's...

21/6,K/21 (Item 21 from file: 9)

02947127 ?Supplier Number: 93533207

The new 2003 American securitization model: isolation and risk diversification. (Overview).

October 2002

**Word Count:** 5002

**TEXT:**

...In 1983, the CMO created a means by which investors could partner among themselves to allocate the prepayment risk of a diversified loan pool. Investors **seeking** longer-~~term~~ securities gained protection against falling interest rates by having several tranches that would be paid in full before their tranche was paid. Conversely, the existence...

21/6,K/22 (Item 22 from file: 9)

02933497 ?Supplier Number: 97115042

Internet tools for crafting high-performance buildings. (Information Technology Tips).

February 2002

**Word Count:** 668

**TEXT:**

...capabilities. Users can also review the tools by name, computer platform, or by both an alphabetical listing and country-of-origin listing, or simply by **keyword** search.

What are the potential benefits of using simulation tools? Take a look at some of our successful projects at [www.eren.doe.gov/buildings](http://www.eren.doe.gov/buildings)...

21/6,K/23 (Item 23 from file: 9)

02931373 ?Supplier Number: 94078611

A new revolution looms; IP attorneys have weathered the economic downturn, but now face the prospect of a patent revolution as reforms to the PTO and criticisms of the IP system combine to transform current practices. (World IP Survey: North America).

October 2002

**Word Count:** 4942

**TEXT:**

...over 25 months to 18 months.

\* Implement e-government in patents by October 1 2004.

\* Reduce total patent examiner hires by 2,500.

\* "Competitively source **classification** and **search** functions, and concentrate Office expertise as much as possible on the core government functions."

\* Expand bilateral/multilateral actions to reduce duplication of work.

The most...

21/6,K/24 (Item 24 from file: 9)  
02929126 ?Supplier Number: 93306562  
Transparency and transcripts.

September 2002  
**Word Count:** 1682

# **TEXT:**

...less time for a viewer to scan a transcript than to listen to the same content being spoken. Transcripts also allow access to content through **key word** searches, which decrease the time to find necessary information. Because they can be printed in hard copy, transcripts allow users greater flexibility on where and...

21/6,K/25 (Item 25 from file: 9)  
02928251 ?Supplier Number: 93136224

Fire detection technology: past, present and future: today's technology offers many options when choosing a fire detection system. Cost and reliability are major factors which affect the choice. In this article, by Steve Scorfield of System Sensor Europe, these issues together with technological aspects are discussed. (Detection).

September 2002  
**Word Count:** 2627

**Product Names:** ...**Search**, detection, navigation, **guidance**, aeronautical, and nautical systems, instruments & equipment (381000  
**Concept Terms:**

---

?L6 -> (article or book or commodity or content or file or gift or good or image or Item or listing or melody or merchandise or product or publication or song or unit or vendable or vendible or ware) near5 L5